

# The Lakewood Observer

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## Search For Grandma's New Home Aids Cousins In New Lakewood Venture

by Bradley Dubin

Some may think it is strange that two big city brothers and their cousin, ages 29, 30 and 34, purchased an assisted living community in Ohio. But it makes perfect sense that the former investment banker, real estate broker and attorney are now at the helm of Northwesterly Assisted Living Community in the heart of Lakewood.



While our Michigan-based family has successfully owned and operated senior living communities for over 40 years, it wasn't until our 89-year old grandmother's health declined that we decided to follow in our grandfather and fathers' footsteps. Scott and Tony Kantor, and Bradley Dubin, quit their high-profile jobs and created Bloomfield Senior Living to focus exclusively on independent living, assisted living and Alzheimer's and dementia care.

When it became evident that our grandmother needed daily living assistance, our closely-knit family confronted the dilemma of where she should live and began hunting for the perfect assisted living community. It had to provide the special assistance she needed and the individuality, independence and privacy she still desired. It had to be more than an institutionally disguised, dime-a-dozen, profit-driven business chanting disingenuous slogans "we care for America's seniors." We were searching, with a sharp eye, for her new home, a lifestyle, and a place that could deliver the socialization, personal attention and platinum care she deserved.

Building upon our family's values, principals, reputation and three generations of experience, while taking into account the frustrations associated with our personal search, the trio recognized a shift in the industry and set out on a mission to create the perfect assisted living community by redefining senior care with a more modern, less expensive, lifestyle approach to health care.

Northwesterly was one of our first acquisitions this year. We also acquired two properties in Indiana and two in South Carolina. Since January, Bloomfield has acquired 5 senior living communities, 306 collective units, for nearly \$11 million from bankrupt senior housing giant, Sunwest Management, Inc. With our family's conservative ideology and long-standing philosophy of not being over-levered, Bloomfield paid all cash for Northwesterly and the South Carolina properties and conservatively financed the Indiana properties. Our philosophy of operating Northwesterly with no debt provides residents and their families comfort that we will be around both now and in the future.

According to the U.S. Census Bureau, the number of people ages 65 and older is expected to more than double from 39 million today to 87 million by 2030. This is a result of the surge in births worldwide post World War II, the Baby Boom Generation. Since aging Boomers will live longer today than ever before, many seniors entering their retirement years will require some level of care. In fact, the number of people who will require assistance with activities of daily living is projected to increase by 51% over the next 20 years. Whether resulting from gradual deterioration that customarily accompanies the aging process, a need for social interaction with their contemporaries, or another dramatic triggering event such as the death of a spouse, a fall in the home or a medical crisis, chances are that many of you will confront the daunting task of making difficult choices regarding your parent or grandparent.

NBC brought these issues to the forefront when it aired the pilot episode, "the Good Son," of its sophisticated and widely acclaimed, Emmy-Award winning sitcom Fraser. Fraser and his brother, Niles, are seen scrutinizing brochures while debating whether or not to put their father, who could no longer live alone, in a senior living residence.

 

LOFEED

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PHOTO GALLERIES



DAILY QUESTION

Most recent question: [Best Hamburger In Lakewood](#)

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LAKEWOOD WEATHER

Lakewood, OH



At 3:51 PM EDT  
Mostly Cloudy  
52°F  
W 8 MPH

[www.weatherforyou.com](http://www.weatherforyou.com)

EVENTS CALENDAR

November, 2010

1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

November, 2010

UPCOMING EVENTS

[Submit New Event](#)

November 3, 2010:

[7:00 PM - LAKEWOOD HISTORICAL SOCIETY: Recently Historic: Houses from the 1930s - 1950s](#)

[7:30 PM - 8:45 PM - 3 Week Beginners Yoga Workshop](#)

Studying brochures is only the first step in preparing to find the perfect fit for your loved one. In recognizing the repercussions if mom, dad, grandma or grandpa, winds up in the wrong place, I am sure we all wish that we could simply give the Magic 8-Ball a childhood shake and be presented the answer "without a doubt" when asking whether they will be happy. As much as we would like to simply rely upon a novelty toy, the only fool proof way to ensure that you are making the right decision is to trust your intuition and conduct due diligence.

While preparing to become the new owners of Northwesterly, we began assembling our own due diligence - the yellow post-it notes that had been plastered everywhere from our bedside tables to office desks, the frayed napkins covered with chicken scratch and random newspaper clippings, magazine articles and blogs that had been graffitied with our neon yellow highlighters. While searching for grandma's perfect new home, we had unknowingly come up with innovative ways to establish Northwesterly as the perfect community and a place our grandmother would be proud to call home.

Our unique vision of redefining assisted living is the ideal combination of exceptionally developed programming, customized care, personalized supportive services, a diverse menu of wellness/exercise programs, professional expertise and care by design. Transforming our ideas to realities, we are near completion of an exciting \$1 million remodel of the Northwesterly, which includes a new dining room, additional private dining areas for family gatherings and parties, a community bistro, a new pub/ice cream parlor, updated retreat, media, game and activity rooms, a brand new beauty salon and chapel and modern furnishings throughout. Our residents will also enjoy the renovations from the comfort of their own newly remodeled suites. Separating ourselves from the prior corporate ownership, we are intimately involved in operations, will be adding new services and amenities and as a long term holder that doesn't have partners, will continue to re-invest back into the community with philosophy of holding and managing our properties for generations making it more about the care and less about short term investor returns.

This is not a story, however, about one family, one grandmother or one assisted living community. This story is about thousands of families, thousands of grandmothers and thousands of assisted living communities. While our journey took us from finding the perfect fit for grandma to running Northwesterly in a manner that would make her proud, your journey to find the perfect home away from home for your loved one will be equally successful with careful planning. In next week's article, we will share tips for finding the perfect senior living residence for your loved one.

[Read More on](#)

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**November 4, 2010:**

[2:00 PM - 5:00 PM - Flu Shot Clinic](#)

[6:00 PM - 9:00 PM - Women Take Flight - Free screening of the documentary Flyabout and presentation by Lakewood Resident Lynda Meeks](#)

[7:00 PM - LHS Marching Band Concert](#)

[7:00 PM - 9:00 PM - State Senator Nina Turner Speaks at LWV Event](#)

**November 5, 2010:**

[10:30 AM - 1:00 PM - Eyebrow Class & Style Mapping](#)

[5:30 PM - 8:30 PM - Soups of the World Benefit](#)

[7:00 PM - 10:30 PM - "JAZZ YOU LIKE IT"](#)

[8:00 PM - Wings by Arthur Kopit](#)

**November 6, 2010:**

[9:00 AM - 2:00 PM - Harvest Festival at Barton Center](#)

[1:00 PM - 8:00 PM - Screw Factory Artists' Open Studio](#)

[4:00 PM - 9:00 PM - Joanne Stepp Benefit Clambake](#)

[6:00 PM - FALL GUYS AND FEMME FATALES: Film Noir in the Forties The Killers \(1946\) Directed by Robert Siodmak Not Rated](#)

[7:00 PM - 11:00 PM - Mud In Yer Eye Contra Dance](#)

[7:00 PM - 9:00 PM - Westlake Wine Tasting](#)

[8:00 PM - Wings by Arthur Kopit](#)

[9:00 PM - 2:00 PM - Direct Sellers' Annual Holiday Shopping at The Beck](#)

**November 7, 2010:**

[12:30 PM - 4:00 PM - Harvest Pork Chop Dinner](#)

[3:00 PM - Wings by Arthur Kopit](#)

[3:00 PM - Lakewood can run its own daily circulator bus without RTA, like Brunswick does. The RTA Friday afternoon Lakewood circulator is inconvenient and designed to fail, so has few riders. The former RTA daily Lakewood circulator had many riders.](#)

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**November 9, 2010:**

[7:00 PM - 7:00 PM - CLEVELAND'S GOLDEN AGE OF PRINT: Rosie the Reporter](#)

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**November 10, 2010:**

[5:30 PM - Cleveland American Marketing Association Heinen's: Local Company Success](#)

[6:00 PM - 9:00 PM - Live Well Ladies' Night Out "Find Your Fabulous"](#)

[6:30 PM - 8:00 PM - Updates on Colon Cancer](#)

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**November 11, 2010:**

[11:00 AM - 12:30 PM - Veterans Day Commemoration](#)

[7:00 PM - BOOKED FOR MURDER BOOK CLUB: New York City All the Flowers are Dying by Lawrence Block](#)

[7:30 PM - Pagliacci/La Voix Humaine](#)

[8:00 PM - LHS Barnstormers' "The Odd Couple"](#)

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**November 12, 2010:**

[9:00 AM - 2nd Annual Holiday Bid & Buy Online Auction begins!](#)

[7:00 PM - 10:30 PM - "JAZZ YOU LIKE IT"](#)

[8:00 PM - 12:00 PM - Get Hep Swing Dance](#)

[8:00 PM - LHS Barnstormers' "The Odd Couple"](#)

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**November 13, 2010:**

[12:00 AM - 6th Annual True Value Vintage/Ramifications](#)

[10:00 AM - 3:00 PM - Fifth Annual Vendors Fair](#)

[6:00 PM - THE LAKEWOOD PUBLIC CINEMA: Aliens \(1986\) Directed by James Cameron Rated R](#)

[6:00 PM - 11:00 PM - Mayor's Ball](#)

[8:00 PM - LHS Barnstormers' "The Odd Couple"](#)

**November 14, 2010:**

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[2:00 PM - 3:00 PM - SUNDAY WITH THE FRIENDS: The Dinglehop Sisters](#)

[5:00 PM - 8:30 PM - Classical Revolution Cleveland - Classical Music for the People!](#)

**November 15, 2010:**

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[7:30 PM - 9:30 PM - City Council Meeting](#)

**November 16, 2010:**

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[6:30 PM - 8:00 PM - Beyond Salads-An Introduction to the Raw Food Revolution](#)

[7:00 PM - KNIT & LIT BOOK CLUB](#)

[7:00 PM - 8:00 PM - Understanding Your Credit](#)

**November 17, 2010:**

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[7:00 PM - MEET THE AUTHOR: Gimme Rewrite, Sweetheart: Tales from the Last Glory Days of Cleveland Newspapers by John H. Tidyman](#)

[7:00 PM - 9:00 PM - First Time Home Buying Seminar](#)

**November 18, 2010:**

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[7:00 PM - BUSINESS BOOK TALK with Tim Zaun and Friends](#)

**November 19, 2010:**

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[12:00 AM - Irving Berlin's White Christmas - the Musical](#)

[1:00 PM - 2:00 PM - Simplify the Holidays](#)

[7:00 PM - 10:30 PM - "JAZZ YOU LIKE IT"](#)

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**November 20, 2010:**

[6:00 PM - FIVE STAR FILMS: Radio Days \(1987\) Directed by Woody Allen Rated PG](#)

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**November 21, 2010:**

[2:00 PM - 3:00 PM - SUNDAY WITH THE FRIENDS: Opera for Everyone](#)

[6:00 PM - 9:00 PM - Blizzard Bash Benefit Concert](#)

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**November 22, 2010:**

[10:00 AM - 3:00 PM - Harrison Elementary School PTA Presents: 1st Annual Holiday Craft Show](#)

[2:30 PM - 3:30 PM - Osteoporosis & Core Training](#)

[\*\*Submit New Event\*\*](#)

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